

# PALMOLIVE

*Explanatory Note — At the right is a translation of the story of palm and olive oils written in the hieroglyphics of 3000 years ago. The characters and the translation are correctly shown according to the present day knowledge of the subject. Read hieroglyphics down, and to the right.*

- (1) As for her who desires beauty.
- (2) She is wont to anoint her limbs with oil of palm and oil of olives.
- (3) There cause to flourish these ointments—the skin.
- (4) As for oil of palm and oil of olives, there is not their like for reviving, making sound and purifying the skin.



## The History Back of Modern Beauty

**W**HEN the royal women of ancient Egypt learned the value of Palm and Olive oils they made a discovery to which modern users owe Palmolive.

For this famous soap contains the same rare oils, the luxury of famous queens 3000 years ago.

Its bland, fragrant lather is the final perfection of the blend which is old as history.

Palmolive Shampoo also contains the same Palm and Olive oils, keeping the hair soft and glossy with their mild yet thorough cleansing qualities.

Palmolive is sold everywhere by leading dealers—wartime price, two cakes for 25c. It is supplied in guest-cake size at those hotels most famous for de luxe service.

*Send 25 cents in stamps for Travelette case, containing miniature packages of eight popular Palmolive specialties attractively packed.*

**THE PALMOLIVE COMPANY**  
Milwaukee, U. S. A.

The Palmolive Company of Canada, Limited  
Toronto, Ontario